

Monday

TOMORROW

October 2

## PALAIS ROYAL ANNIVERSARY

With Attractive Souvenirs in All Departments

## A LAST WORD

The morning's papers gave you a general review of the development of G street and the growth of the Palais Royal since 1893. This evening's last word is of the autumn-winter clothes to be offered as Souvenirs of this Eighteenth Anniversary. For tomorrow only—from 8 a. m. to 6 p. m.

\$65 Seal Coats, \$60.

\$45 Pony Coats, \$40.

\$30 Fur Sets, \$25.

\$6 Cloth Skirts, \$4.50.

\$5 Tunic Blouses, \$3.98.

\$2.98 Silk Waists, \$2.44.

Remember, that the reductions are from September Sale Prices of Furs, and that \$5 makes you owner of any garment with free cold storage until wearing time comes. The Waists and Skirts are latest moment autumn-winter models not many hours in Washington.

## \$20.00 Garments, \$12.50

The Suit pictured below is a photographic reproduction of one of the new \$20 models. A hundred and one variations of styles and hue, a fashionable type for every phase of women, in suit, dress and coat. You are asked to judge the Palais Royal's new \$20 garments for this autumn-winter season of 1911-1912 by the \$20 garments of the past. Regular patrons need not be reminded that for many years the \$20 garments have been specialized at this establishment, and that they have always been superlatively best at the price.

## \$12.50 Tomorrow, from 8 A. M. to 6 P. M.

As ever, the new Cloth Suits, Dresses, and Coats are of all wool cloths, sponged before making, cut, sewed and pressed by expert men tailors. With guaranteed linings and superiority of finish throughout the new garments are as superior as those that have linked the price of \$20 so favorably with the Palais Royal in the past. Are not the new garments tomorrow's prize souvenir—at \$12.50?

## FOR THE GIRLS

—at 13 to 18 years

A new department for this Eighteenth Anniversary—for types of girls known to the trade as "Juniors" and "Misses." "Juniors" are in sizes 13, 15 and 17 years, for girls elongated. "Misses" are for sizes 14, 16, 18 years, for girls more fully developed. The new department means every garment new—and here it means a stock so complete that every phase of girl and every mother's pocketbook intelligently thought of.

## \$10 Garments for \$8.88

One of tomorrow's Anniversary Souvenirs—the New Suits and Coats, three of which are pictured below. Both Junior and Misses' sizes are included in a half hundred attractive models. Like the adults' \$20 garments, all are of all wool sponged cloths and man tailored. Better than usual at \$10.00—a generous "Souvenir" at \$8.88.

## For girls 6 to 14

**\$3.66** is to be tomorrow's Anniversary Souvenir price for the new \$5.00 dresses. Not merely all sizes from 6 to 14 years, but styles for all types of girls. Materials are all wool cloths; plain tailored and "fancy."

**\$2.66** tomorrow for the new \$3.50 coats. To write they are of all wool cheviot in navy and brown, is not to tell you of their attractive styles. Words can't portray the indefinable.

**\$3.66** Tomorrow for the new \$4.50 coats of all wool cheviot. Button high at the neck, with turn-over collar and emblem on sleeve. Red, cadet, navy, green, and brown in all sizes.

**\$1.26** Tomorrow for the new \$1.50 Wash Dresses. Only twenty-six (26) cents more than you pay for an ordinary \$1.00 dress—dresses looking worth twice \$1.00.



## FOR THE BOYS

Of 6 to 18 Years

Another new department—which means no old stock, no old ruts, no entangling associations. Free to select the best makers of today; free to begin with best clothes; free to quote Palais Royal Prices.

Not free to deal in clothes cheap in price, but lacking in quality. Not free to exaggerate in our announcements. Not free to get clothing store profits. Not free to build on a foundation other than on honest clothes honestly guaranteed and honestly priced.

## Sampeck Clothes

The Palais Royal has been awarded the sole Washington agency for these famous clothes for boys, distributed at only the leading establishments of the various cities. See below for illustrations.

## Tomorrow Souvenirs

**\$2.98** For the new \$3.50 Knickerbocker Suits, in double breasted and Norfolk styles. Not the best—boys' suits are here to \$12—but serviceable, attractive and every way reliable. In sizes 6 to 17 years. Note—\$2.98 instead of \$3.50 tomorrow, and a 25c cap included free of charge.

**90c** Tomorrow for the new \$1.00 Knickerbocker Pants in sizes 5 to 17 years. The Palais Royal is to demonstrate that mothers will study economy in paying \$1.00 for Knickerbockers and buying them here.

**45c** For the new 50c furnishings for boys—school caps in all sizes; laundered shirts and blouses, some with collars attached, in sizes 4 to 17 years.

**\$2.00** For boys' \$2.50 shoes. The point is not so much the reduction of fifty cents—but the style and the durability of the shoes. They can be dear at \$2.50 or they can be as good as shoes generally sold at \$2.00. This we know—all the leading makers were offered a big contract for the best possible shoes to retail at \$2.50. And the best were selected.

Sampeck Clothes  
The Standard of AmericaSampeck Clothes  
The Standard of America

The Palais Royal

Open Tomorrow from 8 A.M. to 6 P.M.

A. Lisner

G Street